

15. (New) A method of operating a multimedia broadcast/multicast service, comprising:
causing a network controller to broadcast, to all mobile stations in a cell, an offer of
service requesting from each mobile station an indication of interest in the service;
receiving data relating to each interested mobile station enabling determination of at least
one of position within the cell and received signal quality for each interested mobile station;
calculating a preferred distribution of point-to-multipoint and point-to-point bearers for
interested mobile stations in at least one predefined area within the cell;
determining a range of a subsequent broadcast transmission by at least one of received
power level and received quality at each interested mobile station of a notification message sent
from a base transceiver station to the interested mobile station, the subsequent broadcast
transmission using point-to-multipoint bearers; and
requiring each interested mobile station which is out of range of the subsequent
broadcast transmission to use point-to-point bearers to receive the service.

16. (New) A method according to claim 15, further comprising broadcasting at reduced
power to the interested mobile stations within range.

17. (New) A method according to claim 15, further comprising broadcasting at an
increased or decreased coding rate to the interested mobile stations within range.

18. (New) A method according to claim 17, further comprising repeating the broadcast a
number of times.

19. (New) A method according to claim 18, wherein the network controller broadcasts
the offer of service using a multimedia broadcast multicast service channel and the interested
mobile stations respond using an existing random access channel.

20. (New) A method according to claim 18, wherein the network controller broadcasts
the offer of service using a multimedia broadcast multicast service channel and the interested
mobile stations respond using a new random access channel.

21. (New) A method according to claim 20, wherein both position and received signal
quality data are received from each interested mobile station.

22. (New) A method according to claim 18, further comprising:
causing the network controller to broadcast at least one of the received power level and
the received quality determined for a broadcast; and
testing, in each interested mobile station, the at least one of the received power level and
the received quality determined for a broadcast against at least one of stored received power
level and stored received quality to determine whether a point-to-point channel is required.

23. (New) A method according to claim 22, further comprising transferring the data
enabling determination of at least one of the position within the cell and the received signal quality
for at least one of the interested mobile station which is not idle, from another network controller
via which the at least one of the interested mobile station is connected, to the network controller
broadcasting the offer of the service.

24. (New) A method according to claim 23, wherein the service is universal mobile
telecommunications service and the data is transferred from a serving radio network controller to a
drift radio network controller via an interface link.

25. (New) A method according to claim 24, wherein said transferring the data includes
adding the data to a linking message.

26. (New) A method according to claim 24, wherein said transferring the data is
performed on demand.

27. (New) A method according to claim 24, further comprising changing between the
subsequent broadcast transmission and the point-to-point bearer in accordance with a hysteresis
diagram.